Amendments to the claims:

This listing of claims will replace all prior versions and listings of claims in the application:

What is claimed is:

1-2. (Canceled)

3. **(currently amended)** An advertising system, using a web browser, said system comprising:

a client PC;

a server; and

a network connecting the client PC and the server;

wherein the client PC comprises the web browser programmed to detect a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, to display an advertisement in an area of the display screen where at least one of a menu bar, tool bar, a location, and/or and browser logo of the web browser is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or and browser logo in the area,

wherein the server stores a plurality of advertisements and is operable to transmit at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the web browser is further programmed for causing the advertisement to disappear and for displaying the at least one of the menu bar, tool bar, location bar, and/or and